

# Indiana Dairy Queen Operators' Association

## State News

Volume III | December 2016

## KEEPING YOUR EYE ON LABOR

By Jennifer VanMieghem  
Multi-store DQ Operator



QSR publications have been forecasting labor costs to exceed COGS. Increasing labor costs are being legislatively proposed and mandated across the country, causing the minimum wage to hover around \$15.00 an hour in some states. Closer to home

we see \$9-\$10 starting rates from some of our competitors.

Hourly rate is only one part of the whole labor management challenge. Consider the following practices, all have the potential to effectively improve efficiency and manage your labor cost.

- Hiring practices and processes
- Commitment to training as an investment not as an expense
- Creating a culture of RECOGNITION for your labor force made up mainly of Millennials
- Incentivizing certification of different job functions; Treat, Food, Drive Through, Service and Food Safety with a small increase in pay or with crew pins.

The above practices are designed to reduce turnover, which is estimated to be in excess of \$32,000 or less if you are the owner of a Treat location. That dollar amount is inclusive of the time you take to identify new hires and the training you give them to become a productive employee.

Once you have those productive and efficiently trained employees you can build a more efficient weekly schedule, as I have, by figuring out not only my labor % but my **Sales Per Man Hour (SPMH), which measures productivity and has saved me a considerable amount of costs associated with labor dollars.** Considering our own restaurants' sales volume, we build our schedules based on \$42-\$45 SPMH during the busy season and \$30-32 during the slow season just to cover the necessary stations.

*Continued on page 2*



## 2017 IDQOA CONVENTION REGISTRATION INSIDE

Crowne Plaza Indianapolis Downtown Union Station

JANUARY  
30-31  
MON-TUE

*please join us*

FELLOWSHIP  
VENDORS  
SPEAKERS



*Schedule, details and registration inside.*

## NEW WEBSITE LAUNCH



[www.INDYDQOA.com](http://www.INDYDQOA.com)

**We are pleased to announce our new website!**

Created by and for Indiana DQ Franchisees.

The new website is easy to use and will share useful information relevant to you.

IDQOA convention and event registration as well as online payment.

Newsletter Archives

Scan the code to go directly to the website!



Continued from page 1, *Keeping an Eye on Your Labor*

We all understand how gallon and pound dollar yields affect our COGS. Well, SPMH measures your yield per hour compared to sales per hour, much like figuring out miles per gallon for your car. For example, if my sales for the day were \$1,500.00 and I used 40 hours, my yield per hour would be \$37.50.

This is the amount that each employee generated per hour. Simply stated, Sales

divided by hours used = SPMH. If you have well trained staff it won't take as many on a shift to run through a busy night as it would if the crew had not received proper training.

Things to keep in mind when using SPMH:

- Your business goal - Are you building your schedule to maintain your current volume level or do you want to invest in labor to build volume?
- Your overall sales volume and the seasonality of business – the lower your sales are, the lower your SPMH should be.
- Your product mix – stores with more food sales will have a slightly higher check average, hence your SPMH should be higher.

I have trained my managers to monitor their SPMH, especially this time of year, so they can determine when to send staff home.

There are many tools and resources available to us so that we may better understand how to make every labor dollar work for us. The Hub has SPMH materials and your BCs are full of information, not to mention the best practices of your fellow franchisees.

In closing, I do recommend investing in training your team. It is the basis for a great work atmosphere and efficient employees which translates into higher volume for your store. If you have a higher volume you can afford to pay the higher wages that are being requested!



**Sales per Man Hour (SPMH)** measures productivity.  
Daily Sales / Hours = SPMH  
\$1,500 / 40 hours = \$37.50  
Each employee generated \$37.50 per hour.

# 2017 IDQOA CONVENTION SCHEDULE

**Crowne Plaza Indianapolis Downtown Union Station**  
**(317) 631-2221 | 123 W. Louisiana St. | Indianapolis**

## Monday, January 30

### Illinois Street Ballroom - Foyer

9:00 AM - 11:00 AM Registration

### Illinois Street Ballroom - East

11:00 AM - 12:00 PM Lunch Buffet

### Illinois Street Ballroom - West

12:30 PM - 2:00 PM Production Core and SPLH Seminar

*Steve Larson, ADQ*

*Mike Salloum, ADQ*

*Jenn VanMieghem, Multi-store DQ Operator*

2:15 PM - 3:00 PM

DQOC Update

*Jason Dilly, DQOC Director of Purchasing*

3:00 PM - 4:00 PM

DQOA Update

*Josh Schmieg, DQOA/DQOC Executive Director*

4:00 PM - 4:30 PM

Q&A with DQOC Suppliers

*Wayne Brown, Brown Foodservice*

*Rick Jackson, Glass City Foodservice*

### Grand Hall

5:00 PM - 6:00 PM

Cocktail Reception

6:00 PM - 8:00 PM

The Grand Dining Experience

8:00 PM - Midnight

Hospitality Suite

## Tuesday, January 31

### Illinois Street Ballroom - East

7:00 AM - 8:45 AM

Breakfast Buffet

### Illinois Street Ballroom - West

9:00 AM - 10:15 AM

DQ Cab Soft Serve Machine Presentation

*Taylor Distributors*

*H.C. Duke*

*Stoelting*

### Illinois Street Ballroom - East

10:30 AM - 11:30 AM

DQ Cake Decorating Exhibition

*Sponsored by DecoPac*

*John Cline, DecoPac*

*Liz Riggs, The Icing Shoppe*

*Larry Johnson, DQ Store Manager*



### Grand Hall

12:00 PM - 3:00 PM

Vendor Exhibits - Lunch with Vendors

3:15 PM - 5:00 PM

Annual Auction - Operators and Suppliers Welcome  
IDQOA Business Meeting

### Questions:

Joe Napier

(317) 557-8788

indydqa@gmail.com

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Jacob Sappenfield  
(317) 738-4000  
will be at the Indy  
Convention in January to  
answer your business loan  
questions.

\*Does not include over-the-road trucks or trailers. New money only. Subject to credit approval. Offer expires 12/31/16.



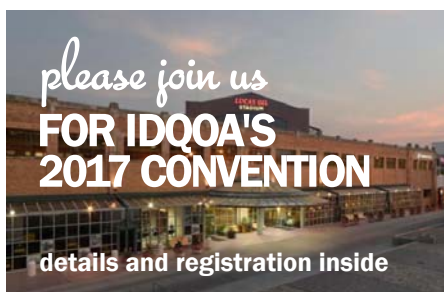




IDQOA  
480 N. Morton St.  
Franklin, IN 46131

**In this Issue:**

- \* IDQOA 2017 Convention Details and Registration
- \* Keeping Your Eye on Labor by Jennifer VanMieghem
- \* IDQOA Website Launch



# Say HELLO to the new IDQOA WEBSITE!



Created by and for  
Indiana DQ Franchisees

Register and Pay for IDQOA  
Conventions & Events

Relevant Information for  
You as an Indiana DQ  
Franchisee

State Newsletter Archives

## www.INDYDQOA.com

## contact

### Board of Directors

Joe Napier ..... President  
Franklin, IN (317) 736-6821  
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dqguysgirl@gmail.com

Taylor Napier ... Advisor at Large  
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dairyqueen13218@comcast.net

**ONLINE  
REGISTRATION  
AVAILABLE!  
WWW.INDYDQQA.COM**



**Crowne Plaza Indianapolis Downtown  
Union Station**

123 W Louisiana St  
Indianapolis, IN 46225

**HOTEL INFORMATION**

From train car hotel rooms featuring upscale modern amenities to a downtown location connected to Lucas Oil Stadium and the Indianapolis Convention Center, Crowne Plaza's accommodations promise a convenient home away from home in a unique, historic setting.

**ROOM BLOCK CUT-OFF DATE  
JANUARY 4, 2017**

**RESERVATIONS (317)631-2221**

Across the street from the Indiana Convention Center in downtown Indianapolis, this laid-back hotel occupies both a former train station and a quirky 1920s' Pullman train carriage.

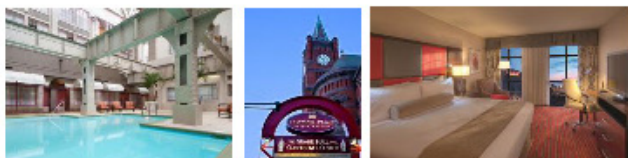
The stylish rooms come with desks, free Wi-Fi and flat-screen TVs. Upgraded rooms add sofas and/or minifridges; club rooms provide access to a lounge. Some are located in the train carriage.

Amenities include a casual bar/restaurant, an indoor pool and a 24-hour exercise room. There's also a 24/7 business center.

**IDENTIFY YOU ARE WITH:  
2017 IDQQA ANNUAL CONVENTION**

**IDQQA CONVENTION RATES      \$139.00 + tax/night**

Book your hotel room with Crowne Plaza and save substantially! Crowne Plaza has included a few train carriage rooms in our block. All rooms will be booked on a first-come first-served basis and once the block has been filled, reservations will be accepted on a space-available basis at the prevailing hotel rate. IDQQA Convention room rates are available 3 days prior to convention and 3 days post-convention. Reservations must be received by January 4, 2017.



**2017 IDQQA CONVENTION REGISTRATION**



**2017 Dairy Queen  
Operators Association  
Convention**

**January 30<sup>th</sup> - 31<sup>st</sup>**

**PLEASE REGISTER EARLY!**

Please print clearly and complete all information.

NAME \_\_\_\_\_

NUMBER OF STORES \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

ATTENDEE E-MAIL \_\_\_\_\_

FIRST TIME ATTENDEE  YES  NO

**REGISTRATION OPTIONS:**

Franchisee \_\_\_\_\_  \$139

- Monday Lunch
- Monday Dinner
- Tuesday Breakfast

Guest \_\_\_\_\_  \$139

- Monday Lunch
- Monday Dinner
- Tuesday Breakfast

Guest \_\_\_\_\_  \$139

- Monday Lunch
- Monday Dinner
- Tuesday Breakfast

Guest \_\_\_\_\_  \$139

- Monday Lunch
- Monday Dinner
- Tuesday Breakfast

Guest \_\_\_\_\_  \$139

- Monday Lunch
- Monday Dinner
- Tuesday Breakfast

**Total    \$ \_\_\_\_\_**

**IDQQA ACCEPTS CREDIT CARDS (ONLINE) OR  
CHECKS (TO THE ADDRESS BELOW)**

Makes checks payable to IDQQA and return this form to:

**Jenn VanMieghem  
7515 Rockville Road  
Indianapolis, IN 46214**

PLEASE CONTACT Joe Napier with questions at (317)557-8788 or  
indydqqa@gmail.com

Newsletter of the



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480 N. Morton St.  
Franklin, IN 46131

POSTAGE

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FOLD, ADD POSTAGE & MAIL

# IDQOA 2017 CONVENTION

JANUARY 30 - 31

